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We claim:-

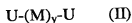
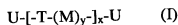
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1. An aqueous pretreatment liquor for preparing a textile substrate for inkjet printing, comprising

(A) one or more polycationic compounds,

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(B) one or more associative thickeners of the general formula (I), (II) and/or (III)



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where:

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(M)_y is a unit derived from polyalkylene ether, M being an individual alkylene ether unit and y being from 1 to 100 000,

T is in each occurrence the same or different unit derived from a diisocyanate,

x is on average from 1 to 500,

U is in each occurrence the same or different unit of at least 4 carbon atoms that is derived from aliphatic or aromatic alcohols, alkoxyated alcohols, thiols, amines or

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carboxylic acids,

(C) optionally customary additives,

(D) water.

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2. An aqueous pretreatment liquor as claimed in claim 1, wherein said polycationic compounds (A) are polymers or copolymers of diallyldialkylammonium monomers.

3. An aqueous pretreatment liquor as claimed in claim 2, wherein said polycationic compounds (A) are a diallyldimethylammonium chloride homopolymer.

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4. An aqueous pretreatment liquor as claimed in claim 3, wherefor said compounds of the general formula (I) are obtainable from

- (i) polyetherdiols,
- (ii) diisocyanates, and
- (iii) compounds, R of the general formula R-OH, R-SH, R-NH₂, RR'NH or R-COOH, where R is a hydrophobic aliphatic or aromatic radical of at least 4 carbon atoms and R-OH may have been alkoxylated, and also further derivatives thereof that are capable of forming a urethane, thiourethane or urea bond,

said compounds of the formula (II) are obtainable from

- (i) polyetherdiols with
- (iv) compounds of the general formula R-OH or R-COOH, where R is a hydrophobic aliphatic or aromatic radical of at least 4 carbon atoms and R-OH may have been alkoxylated, and also further derivatives thereof that are capable of forming an ether or ester bond, and

said compounds of the formula (III) are obtainable from said compounds (ii) and (iii).

5. An aqueous pretreatment liquor as claimed in claim 3 or 4, wherefor said polyetherdiols (ii) are selected from the group consisting of polyethylene glycol, polypropylene glycol and polytetrahydrofuran and copolymers of ethylene oxide and propylene oxide or butylene oxide and terpolymers of ethylene oxide and propylene oxide and butylene oxide.

6. An aqueous pretreatment liquor as claimed in any of claims 1 to 5, comprising
- (a) from 0.1% to 50% by weight of polycationic compounds (A),
 - (b) from 0.1% to 50% by weight of thickeners (B),
 - (c) from 0% to 30% by weight of customary additives (C), and
 - (d) water ad 100% by weight.

7. A pretreatment composition comprising said components (A), (B) and optionally (C) as defined in any of claims 1 to 5.

8. A process for pretreating a textile substrate for inkjet printing, which comprises applying the aqueous pretreatment liquor of any of claims 1 to 6 to said textile substrate and subsequently drying the impregnated textile substrate.

9. A process for printing a textile substrate by the inkjet process, which comprises applying the aqueous pretreatment liquor of any of claims 1 to 6, drying the

impregnated textile substrate and printing said impregnated textile substrate by the inkjet process.

10. The printed textile substrate obtainable by the process of claim 9.